

# Application Summary Sheet

Form A

ARIZONA COMMISSION ON THE ARTS

Applicant: **M.A.D. Linguist**  
Project Dir. Michele McFadden  
Phone: (928) 443-1638  
FAX:  
E-Mail: themadlinguist@yahoo.com  
Website:

Application Number: **368-05**  
Category: **GOS I (VISUAL ARTS/LITERATURE)**  
Project Title: General Operating Support Level I

Discipline: 11  
Project Discipline: 11  
Activity Type: 11  
Legislative Dist: 001  
Congressional Dist: 001

Address: 111 N. McCormick Street , Prescott, AZ 86301  
County: Yavapai

Authorizing Official: Dan Seaman

Applied Last Year: **No**

## REQUEST

Total ACA Grant Requested: **\$3,075**

Grant Amount Recommended: **\$1,345**

Previous Years Funded: ☐ FY2004  
☐ FY2003  
☐ FY2002

Rank: **M+**

Other applications from this organization:

Supplemental Materials: ☐ Slides ☒ CDs/Tapes ☐ Season Brochure ☒ Other: web page printouts, flyers, book  
☐ Photos ☐ Video ☒ News Clippings

## Panel Comments:

M.A.D. Linguist, 368-05, General Operating Support Level I

### Strengths:

F-Budget reflects what they are producing.  
F- Large grass roots constituency.  
F-Expertise on board is impressive.  
J-They do wonderful programming. They offer a large number of activities.  
J-Management seems very capable.

### Weaknesses:

F-Concern about the cultural diversity.  
F-Most of the budget goes to rent. In terms of normal business, their rent should not be more than 10 -15%. Might be good to move.  
F-Should look at more community affiliations. Building partnerships.

Organization Name: M.A.D. Linguist  
Contact person and phone: S. Michele McFadden, (928) 708-0166  
General Operating Support Level: GOS Level I  
Begin and end dates: July 1, 2004, through June 30, 2005

### **I. Artistic Quality and Creativity of the Organization**

The MAD Linguist, Inc, is a facility that hosts and produces activities designed to promote community development and self-discovery through the use and support of local language-based arts programs.

Being the only organization of its kind in this area, the MAD Linguist exists to support, enhance, and encourage the development of the spoken arts in Prescott and throughout the surrounding region, and to enlarge community-wide understanding by allowing people of differing perspectives to share their viewpoints, find common ground, and appreciate tolerance for one another. These goals and objectives are successfully met through a variety of effective artistic programs that include, but are not limited to:

- Regular, organized discussion groups,
- Poetry/storytelling workshops and presentations,
- Lectures by speakers and guest authors,
- Workshops for social action,
- Foreign language activities,
- Live radio theater broadcasts,
- Performing arts presentations,
- Assistance to other artists and their creative endeavors, and,
- Support for a traveling program for local poets, authors and storytellers.

Prescott enjoys a rich cultural heritage. Artists from many different backgrounds produce high-quality art in a huge variety of genres and formats. The MAD Linguist provides a gathering place where artists encourage one another's endeavors, interact, and enhance the cultural life of Northern Arizona.

Over the past two years, the MAD Linguist has become a key component in Prescott's cultural environment. Despite financial struggle in the beginning phases of the project, the organization has kept its doors open and consistently drawn to it both local and nationally recognized artists who, through interaction, go on to create new works of art and encourage one another in the pursuit of excellence. Many people in this community support and share in the MAD Linguist's mission and vision, and have stepped on board to assist.

The Linguist is now a burgeoning scene and the longest running venue in the McCormick Arts District in Downtown Prescott. On-going events and activities keep the Linguist active more than 200 days a year.

The MAD Linguist has hosted multiple nationally known poets on tour, including Corbitt Dean, the 2003 U.S. Solo Slam Poetry Champion; the Guerilla Poets from Boston, MA; Seattle Poet Buddy Wakefield and Prescott Poet Todd Davis, both nationally recognized slam poetry champions. *Zene Magazine's* "Best of Northern Arizona" issue (March, 2004) awarded The MAD Linguist First Place for "Best Place to Experience Live Music." (See attached Programming List for more visiting poets and artists).

Funding from the Arizona Commission on the Arts would provide operating funds for management of the building in which the Linguist resides. From the beginning, community donations have supported the costs of rent and utilities, but with ACA funding, those donations could be focused on improving and expanding existing programming.

**II. Ability of the Organization to Serve the Needs of the Community Including Potential Public Exposure and Public Benefit, and Efforts to Reach Artists and Audiences from Culturally Diverse Groups**

The MAD Linguist serves the greater Prescott area, seeing locals of all ages at events and programs. Traveling performers from as far north as Alaska and as far east as New York place the MAD Linguist on a circuit so that people become aware of Prescott as a place to visit and enjoy the arts. A number of first-time poets and musicians have booked engagements after hearing of us from performers who previously enjoyed enthusiastic audiences. Others come to Prescott specifically to attend events at the MAD Linguist because of word-of-mouth. The MAD Linguist stimulates tourism, bringing in revenue dollars, as both performers and visitors require food and lodging and spend money in local shops and galleries.

The MAD Linguist has a mailing list of over 500 people who routinely attend regularly scheduled and special events. Attendees include college students, young and older adults, and senior citizens. Our population represents the greater Prescott area, including men and women whose ethnic backgrounds vary from Caucasian to African American, to Native American, Asian, and Hispanic. The diversity of our performers and audiences is reflected not only in ethnicity but in the full range of economic and life style situations and choices, including gay and lesbian populations.

Wednesday, Friday, and Saturday night events typically bring in 30 people of diverse backgrounds, and some events fill the building to capacity (60 people). Thus, around 7,000 people a year attend functions on these three nights alone, with an additional 4,000 people a year (approx.) attending daytime and evening events throughout the rest of the week.

All programs and day-to-day activities at the MAD Linguist emphasize community collaboration and service. The Linguist serves as:

- The sponsoring venue for Prescott Area Poets Association,
- The meeting place for Spanish Immersion Night,
- The sponsoring venue for Coyote Radio Theatre,
- The gathering place for the Writers' Critique Group and other discussion groups,
- A theater space for performing arts presentations,
- A workshop and meeting space for grassroots community organizations,
- A venue for weekly organized discussion groups,
- A sponsoring organization and gathering place for the MAD Women Poets (a multi-generational team of Prescott-based poets who read and perform their poetry at various venues throughout Northern Arizona),
- A gallery for local and visiting visual artists, and,
- A gathering place for a local health and wellness group.

The MAD Linguist is very focused on providing a space and programs for underserved minority populations within Yavapai County. Not only did we initiate Spanish Immersion Night (an evening of poetry and discussion where only Spanish is spoken), but in late 2003, we began meetings with an emerging group interested in training people to teach English as a Second Language to adults and children in Mexico.

Plans for 2004 also include serving as a workshop space for locally based arts programs (storytelling nights, community news programs, art in action) and for other events that fit within the Mission Statement of the MAD Linguist, such as high school creative writing classes and traveling art shows by students and institutions.

### **III. Managerial/Administrative Ability of the Applicant Organization to Carry out Arts Programming and Properly Administer Funds Granted**

In February of 2004, the MAD Linguist transitioned from a traditional management organization under the purview of an Executive Director and the Board of Directors, to a team-style management organization. (See attached Management Team contact sheet for names and responsibilities).

This focus on team management has diversified the Linguist and encouraged greater community involvement. Additionally, the organization does not rely on one single individual to keep the organization afloat, creating a volunteer-based scenario that is secure for the long-term. So far, the effect has been very positive and programs are seeing more participants.

Although individual responsibilities are dispersed among members of the Management Team, ultimate fiscal and program responsibility rests with Executive Director, George Seaman. Management of the ACA Grant Funds is the responsibility of the Grants Manager, S. Michele McFadden in coordination with the Executive Director (please see attached resume).

Because the Linguist is overseen in such a manner, much of our measure and review of success has become more by word-of-mouth. Management staff meets regularly to discuss and share feedback from participants and to review the success or failure of programs. This feedback often directly changes programs to make them more accessible to participants, or to improve them in some way that deepens the experience of participants.

### **IV. History of Applicant Organization in Presenting, Producing or Serving the Arts**

The MAD Linguist opened its doors on December 7, 2001, as an art venue for the spoken word. As the only venue in Prescott dedicated primarily to the spoken arts, it has served as a gathering place and performance venue for poetry, theater, music, discussion, writing critique, Spanish language immersion, and social involvement.

In the early stages, the Linguist was planning for status as a regular for-profit business entity, but community involvement and review of the mission goals changed this focus. The organization formed a Board of Directors and incorporated as an Arizona not-for-profit in 2002, and has since become a 501(c)(3) tax-exempt entity.

The Linguist's initial programming began with collaboration with the Prescott Area Poets Association. This collaboration brought about successful programs such as the Second Saturday Poetry Slam and Wednesday nights Open Mike event. This activity began a snowball effect, and the community stepped forward to participate in the growth of the Linguist. Community theater groups, such as the Carpetbag Brigade and Coyote Radio Theatre, were using the Linguist as a space to perform and rehearse. A Writer's Critique group began to hold their regular meetings here.

Another aspect of this growth that was especially important to the mission of the Linguist was that community organizations began to use the Linguist for meetings and discussion groups. Local Boards of the Citizens' Water Advisory Council, Prescott Union for Peace and Justice, and other grassroots organizations were meeting at the Linguist.

The Linguist has hosted many renowned poets and musicians in the past years. Some highlights of major performers include: Corbitt Dean, the 2003 U.S. Solo Slam Poetry Champion; the Guerilla Poets from Boston, MA; Jonathan Best, singer/songwriter; Seattle Poet Buddy Wakefield; and Prescott Poet Todd Davis. (See attached Programming List for more visiting poets and artists).

## Organization Budget for Three-Year Period

our Current Fiscal Year began on: 01/01/04 and ends on: 12/31/04 Round amounts to the nearest dollar.

<b>REVENUE</b> (earned income - cash only)	<b>Past Fiscal Year</b> (actual)	<b>Current Fiscal</b> Year (estimated)	<b>Next Fiscal</b> Year (projected)
<b>20. Admissions</b>			
a) Single Ticket Sales	\$ 2,105	\$ 2,250	\$ 2,400
b) Subscription Series	\$ 0	\$ 0	\$ 0
c) Memberships	\$ 0	\$ 0	\$ 0
<b>Total Admissions</b>	\$	\$	\$ 2,400
<b>Contracted Services</b>			
a) Workshops/Classes	\$ 2,000	\$ 2,200	\$ 2,400
b) Performance Residency Fees	\$ 0	\$ 0	\$ 0
c)	\$ 0	\$ 0	\$ 0
d)	\$ 0	\$ 0	\$ 0
<b>Total Contracted Services</b>	\$ 2,000	\$ 2,200	\$ 2,400
<b>22. Other Revenue</b>			
a) Sales/Concessions (Gross Revenue)	\$ 1,245	\$ 1,300	\$ 1,500
b) Fund-raising Events	\$ 0	\$ 0	\$ 2,000
c)	\$ 0	\$ 0	\$ 0
d)	\$	\$ 0	\$ 0
<b>Total Other Revenue</b>	\$	\$	\$ 3,500

### **SUPPORT** (contributed income - cash only)

<b>23. Corporate</b>	\$ 0	\$ 0	\$ 0
<b>24. Foundation</b>	\$ 0	\$ 0	\$ 0
<b>25. Other Private Contributions (cash)</b>			
a) Individuals	\$ 14,500	\$ 14,500	\$ 14,750
b) Board Members	\$ 3,801	\$ 4,000	\$ 4,000
c) Affiliated Organizations	\$ 3,500	\$	\$ 3,500
<b>Total for Items 23, 24 and 25</b>	\$ 21,801	\$	\$ 22,250

### **Government Support** (identify source)

a) Federal	\$ 0	\$ 0	\$ 0
b) Regional	\$ 0	\$ 0	\$ 0
c) State			
- Arizona Commission on the Arts	\$ 0	\$ 3,000	\$ 3,400
- Other state sources	\$ 0	\$ 0	\$ 0
d) County	\$ 0	\$ 0	\$ 0
e) City			
- Phoenix Office of Arts & Culture	\$ 0	\$ 0	\$ 0
- Tucson/Pima Arts Council	\$ 0	\$ 0	\$ 0
f) Other City Sources	\$ 0	\$ 0	\$ 0
<b>Total Government Support</b>	\$	\$	\$ 3,400

<b>Applicant Cash</b>	\$ 0	\$ 0	\$ 0
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<b>28. Funds Released from Restrictions</b>	0	0	0
<b>29. Total Cash Operating Income</b>	\$ 27,151	\$ 30,750	\$ 33,950
(Total Items 20 thru 28)			

# Organization Budget for Three-Year Period

(continued)

EXPENSES (cash only)	Past Fiscal Year (actual)	Current Fiscal Year (estimated)	Next Fiscal Year (projected)
30. <u>Salaried Personnel/Staff</u> (include salary & benefits)			
a) Administrative	\$ 0	\$ 0	\$ 0
b) Artistic	\$ 0	\$ 0	\$ 0
c) Technical/Production	\$ 0	\$ 0	\$ 0
Total Personnel/Staff	\$ 0	\$ 0	\$ 0
Total # of Full Time Employees	0	0	0
31. <u>Contract Services</u>			
a) Artistic	\$ 1,500	\$ 2,000	\$ 2,200
b) Consultants/Other	\$ 0	\$ 0	\$ 0
Total Contract Services	\$ 1,500	\$ 2,000	\$ 2,200
32. <u>Production Expenses</u>	\$ 422	\$ 500	\$ 500
33. <u>Space/Facilities</u>	\$ 20,360	\$ 22,500	\$ 24,000
34. <u>Travel</u>	\$ 0	\$ 0	\$ 0
35. <u>Marketing/Public Relations/Promotion</u>	\$ 1,821	\$ 2,500	\$ 3,000
36. <u>Remaining Operating Expenses</u>			
a) Sales/Concessions	\$ 250	\$ 250	\$ 250
b) Fundraising Events	\$ 0	\$ 0	\$ 800
c) Affiliated Organizations	\$ 0	\$ 0	\$ 0
d) Rentals (other than facilities)	\$ 0	\$ 0	\$ 0
e) Supplies/Materials	\$ 2,211	\$ 2,400	\$ 2,600
f) Insurance	\$ 0	\$ 0	\$ 0
g) Accessibility Services	\$ 0	\$ 0	\$ 0
h) Other	\$ 0	\$ 0	\$ 0
Telephone	\$ 587	\$ 600	\$ 600
	\$ 0	\$ 0	\$ 0
Total Remaining Operating Expenses	\$	\$	\$ 4,250
37. Total Cash Operating Expenses (Total Items 30 thru 36)	\$ 27,151	\$ 30,750	\$ 33,950

38. <u>Surplus/Deficit</u> (Increase/(decrease) in net assets)	\$	\$	\$
39. <u>What does the organization owe?</u> (Include loans, mortgages, accounts payable, lines of credit, notes)	\$	\$	\$
40. Working Capital Reserves Program	\$	\$	\$

The M.A.D. Linguist, Inc.

## Budget Addendum

Explanation of items that may need further detail:

Line 25, a-c: The Linguist has always been supported by the kind support of several individuals who appreciate the value of the organization. These folks remain committed to the long-range development of the Linguist, and are committed to finding new sources of revenue and income. That's one reason we're writing this grant!

Line 33: The burden of operating a large space is obvious on the organization, as this item towers over all other expenses. However, the building the Linguist works in is centrally located, large enough and includes important amenities such as a kitchen and space for outdoor performances. Thus, this is a necessary percentage of our operating budget. As the organization grows, additional funding shall be put to use with Artists fees and marketing.

Explanation of variances

Line 26c: Anticipation of funding through the ACA.

*Both line 31a and 35 represent small increases, but are technically over 15%.*

Line 31a: Artist fees will increase as funding does.

Line 35: Marketing shall also increase with funding.